

**SCOTTSDALE PRIDE COMMITTEE
CORPORATION YARD
9191 E. SAN SALVADOR
TURQUOISE ROOM
SCOTTSDALE, AZ
APRIL 1, 2004**

MINUTES

PRESENT: Chandra Bonfiglio, Chair
Cristina Lenko, Vice Chair
Jim Britt
Richard Gayle
Lisa Haskell
Jim Pompe
Gregory Robleski
Sonnie Stevens
Richard Taylor

ABSENT: Jane Fallek
Pamela Wheeler
Zachary Stahmer
Susan Jorge
Debbie Fuller
Cathy Zebarth

STAFF: Decima Sever
Rob Millar

CALL TO ORDER

Chair Bonfiglio called the regular meeting of the Scottsdale Pride Committee to order at 5:30 p.m.

APPROVAL OF THE MINUTES

March 4, 2004 meeting

A Motion was made by Vice Chair Lenko to approve the March 4, 2004 meeting minutes as presented. The Motion was seconded by Mr. Gayle and passed unanimously.

SCOTTSDALE CLEAN & BEAUTIFUL MONTH

EnviroKidsFest (Solfest)

Ms. Sever explained the EnviroKidsFest would be held on Friday, April 16, 2004 at WestWorld of Scottsdale. The Scottsdale Pride Committee has committed to participating and they have been assigned to do face painting and tattoos. She further explained she would meet the committee at the event and provide all of the supplies they will need. The volunteers would be wearing the orange Scottsdale Pride vests.

Chair Bonfiglio inquired if a booth or tent would be set up for the committee to do the face painting and tattoos. Ms. Sever replied the organizers will have everything planned out and when she finds out she provide them with the details. She noted that she would verify whether they could hang the Scottsdale Pride banner.

SUBCOMMITTEE UPDATES

Treasures 'n Trash

Mr. Pompe provided an update on the discussions from the committee meeting. He explained the big thing they struggled with last year was solicitation for prizes noting it should not be a problem this year. He reported it is their understanding that the Neighborhood Enhancement Commission would cover the expenses for the T-shirts and any cash donations they receive could be used to purchase gift certificates. He remarked they would show the video for the event on City Cable 11. The committee is working on the T-shirt contest.

The Committee discussed the fact that last year there were complaints that the T-shirt design contest was not open to enough places. It was noted that the reason the contest was limited to a few locations was due to the fact that there were not enough people to go the various locations and make presentations. A discussion ensued that it would be difficult to get to all of the School Districts this late in the school year to make presentations and they could target all of the Boys and Girls Clubs in the City. It was noted that the contest is targeted at elementary age children. It was noted that they would kick off the coloring contest shortly because the goal is to have the T-shirts by the beginning of October.

Chair Bonfiglio stated the Boys and Girls Clubs have buses and perhaps they could place a magnetic sign on the buses with the winning picture.

Ms. Stevens inquired if they were going to display the pictures in the library. Mr. Pompe stated they could look into that.

Mr. Pompe stated another issue that came up last year was that some people wanted to start earlier so it was suggested that they provide the participants the opportunity to pick

up the T-shirts and supplies a few days earlier and continue to start the event at the normal time.

Chair Bonfiglio stated the north location was not needed because the adopt-a-road people were so organized.

Ms. Sever suggested they use city buildings for the event so that they don't have to haul tables and chairs to parking lots since the facility already has them.

Neighborhood Cleanup Projects

Ms. Stevens stated the City has a neighborhood Clean up event scheduled on April 17th and 18th and they thought the subcommittee could assist with that program and encourage neighbors to participate and provide them with a list of suggested activities. She further stated their goal was to get a list of the neighborhood captains and contact them about the event. She explained that anything above 60 zip codes are HOAs run by management companies and they requested a list of the subdivisions and their commitment to talk to the Boards. They have request if the HOA is maintained to consider going outside of their walls and doing litter pickup.

Ms. Sever reported that Ms. Stevens would be taking before and after pictures and there would be some type of recognition.

Community Gardens

Ms. Haskell reported Scottsdale Rehabilitation Center on Drinkwater has been identified for the next community garden. She further reported this is a short-term stay facility that specializes in rehabilitation and community garden would provide the residents with an activity. She commented they are very excited and appreciative. The garden would be on their back patio and they have requested things that would attract hummingbirds and butterflies to the back patio.

She reported that Lowe's and Harper's Nursery would provide the materials. She added they are shooting for April 17th. She commented that it would be nice to give Lowe's and Harpers's Nursery some type of recognition for their donations. She further reported if any of the volunteers want to donate gardening supplies, tools or garden ornaments that would be appreciated.

SHOOT FOR IT CAMPAIGN

Mr. Britt provided a brief overview of his plan for the Shoot For it Campaign. The main thrust would be to crate awareness for children that they need to throw garbage in a trash can. He suggested they develop a design contest that would be open to all school age children to design a Shoot for it type trash can marker that could be placed on trash cans.

They should run the PSA with Shawn Marion of the Phoenix Suns during prime time on local channels. Have Shawn Marion show up at Scottsdale Pride event.

Ms. Sever remarked if the designs for the trashcans are on outside properties they could create more litter. She further remarked that if they are working with the schools this needs to have an educational component. She explained that regarding running the PSA during prime time they would have to purchase the advertising time and that would be cost prohibitive. If they put it in the PSA rotation then it would be shown at 2:00 a.m. She reported they could run it during prime time or anytime on City Cable 11. The consensus would be to run the PSA on City Cable 11.

The Committee discussed that high school clubs decorate garbage cans in the Spring and clean up the school campuses. It was discussed that they could have a trash can painting competition. Ms Sever noted that it was a good idea and would be fun to paint trash cans but they would not be accomplishing what they have set out to do and that is providing an education component. She further noted if they did paint the trashcans they would need to provide some type of tie into the campaign such as using purple, orange and white paint. Chair Bonfiglio stated at every Suns game they donate a section of seats to a specific club or non-profit organization and they could request that they provide the winners with seats.

Ms. Sever stated that it was her understanding that the Suns would provide the PSA but Shawn Marion would not make any appearances. Mr. Britt remarked that he thought the agreement was that they would not provide any money. As long as they made their request for an appearance by Shawn Marion at least three weeks in advance if he was available he might attend.

Ms. Sever inquired if they should have a subcommittee work with Mr. Britt on this campaign. The consensus was that they would form a subcommittee.

STAFF UPDATES

Ms. Sever reminded the Committee of the following events:

- Envirokidfest April 16th
- Community Garden April 17th
- Neighborhood Cleanups April 17th and 18th.

COMMITTEE MEMBER UPDATES

Chair Bonfiglio stated she did not bring the shirts but the Committee could have golf shirts with their logo monogrammed for \$20 a shirt. She further stated that due to the fact that they would be wearing the orange Scottsdale Pride vests at the next event there might not be an immediate need. It was noted that the Scottsdale store at the Human Resources

building on Main Street has a tremendous variety of shirts with the City's logo and they could add the Pride logo.

Chair Bonfiglio stated she received an email from Cristina regarding the Piaute Annual breakfast. Ms. Sever noted that this breakfast is a fund raising breakfast that will be held on April 23rd.

Ms. Stevens provided information on the Downtown Ambassadors program. She reported this is a volunteer group that provides tourists with information about the downtown. They also assist with surveys. She noted they stroll the streets and have a table at the ballpark where they provide information and hand out brochures. She stated that most people comment on the fact that Scottsdale does it right and that Scottsdale is a class act. She reported there would be a training session held in August for the Ambassadors Program.

Ms. Stevens stated there would be a celebration held on April 7th at 9:00 a.m. for the opening of the new downtown parking garage. She further stated the garage has been designed in keeping with the Old Town flavor. She reported that there are a lot of exciting projects being planned for the downtown.

Chair Bonfiglio thanked the Committee for their dedication and love of the city.

ADJOURNMENT

With no further business to discuss, the regular meeting of the Scottsdale Pride Committee was adjourned at 6:40 p.m.

Respectfully Submitted,

"For the Record" Court Reporters